



HUMAN RESOURCE DEVELOPMENT (HRD) FOR SUSTAINABLE TOURISM – A DESCRIPTIVE STUDY

Dr. Ajaz Akbar Mir¹ | Sumaya Iqbal²

¹ Assistant Professor, in The Business School, University of Kashmir, Hazratbal Srinagar (J&K).

² Research Scholar in The Business school, University of Kashmir, Hazratbal Srinagar (J&K).

ABSTRACT

Tourism sector is considered as one of the most important sectors for employment generation and economic development in India especially in our state. Tourism sector development cannot be completed without the growing of tourism services availability and quality level, which is very necessary for tourists. The level and quality for tourism services most importantly depend upon human component, their abilities and capabilities. Sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of tourists, the industry, the environment and host communities. Here, sustainable tourism is to imply sustainable human development because development is to state wisdom about people and that human societies are ultimately dependent upon their natural environment. The basic reason that why the people in present times face unacceptable and huge levels of poverty, inequality and environment penury is that past practices of development have transgressed this principle. Human Resources Development (HRD) encompasses the vast field of training and development provided by organizations to increase the knowledge, skills, education and abilities of their employees. In today's stiff competition and threat of resources, developmental strategy needs quick and efficient implementation of sustainable environmental principles in order to achieve its desired growth potential. Therefore the only way to increase the economic growth is application of the innovative technologies and proficient human resource. In this connection, the present paper examines the role of HRD in sustainable tourism.

KEY WORDS: HRD, Tourism, Sustainable Tourism.

Introduction:

An educated and well trained workforce is considered to be essential to the maintenance of a business firm's competitive advantage in a global economy. It is also believed that HRD can and should be a powerful agent to facilitate a firm's expansion and the development of capabilities thus enhancing profitability (Cosh, Duncan, Hughes, 1998). The most successful companies and the most successful countries will be those that manage human capital in the most effective and efficient fashion by investing in their workers, encouraging workers to invest in themselves, providing a good learning environment including social capital as well as skills and training (Becker 2002). It must be noted that tourism takes place in a wide range of environment; a landscape to observe and enjoy, activities to participate in and experiences to anticipate or remember. (Lew 1987, 359) had identified three broad approaches towards developing typologies that encompass ideographic, organisational, and cognitive perspectives. The first and most important of these frameworks is the ideographic approach, which focuses on the concrete uniqueness of "environment" and, as such, stresses the differences between nature-orientated and human orientated attractions. The organisational approach focuses on the spatial characteristics of size and scale, carrying capacity, and the temporal nature of attractions. Finally the cognitive approach stresses classifications relating to tourist perceptions and experiences. In recent years, the term "sustainable" has been increasingly paired up with words on "travel" and "tourism" to denote a desired way of operating. Hotels want to be "sustainable". And travellers are increasingly concerned with only spending their money on "sustainable" ventures. To most people, "sustainable" is synonymous with "eco-friendly" And it is true that being environmentally conscious is a big part of being sustainable. But it is not the only thing to consider. An attraction or destination can be as "green" as green can be, and still not be sustainable. When it comes to sustainability, there are actually three "pillars" to consider: environmental, economic and socio-cultural. Tourism has to be sustainable in all three areas to truly be considered as "sustainable tourism".

Environmental Sustainability: Environmental managers have identified 'environmental sustainability' as a concept that has a professional meaning for them (Morelli and Lockwood 2011). The environment is obviously important to tourism; together the natural environment (beaches, forests, waterways) and the built environment (historic buildings and ruins) should be preserved. Environmental sustainability focuses that certain resources in an area can be conserved for use by prospect generations. It is much more than just being "green".

Socio-cultural Sustainability: once a region is visited by tourists, it is clear that there are several societal and cultural impacts of those tourists on the host area. People may see enhanced crowd and jamming in municipalities and capitals, possibly escalation in wrongdoing, the introduction of unique languages and morals, and probably even an arrival of migrant workers to be hired in the tourist business. Socio-cultural sustainability means diminishing these antagonistic impacts and stressing on additional productive ones, like encouraging cultural trade and conserving home traditions. These things can typically be obtained by getting locals caught up in the tourism industry. Having an area concerned will not com-

mend visitors a more legitimate familiarity, but the locals will be more probable to perceive tourism in a constructive beam as they will be proud to have it.

Economic Sustainability: The significant pillar of sustainability moves in the order of possibly the key constituent- the money. Generally people do not take into concern the financial side when assessing sustainability; however it is in fact the means to make a tourism activity sustainable. Economic sustainability can be defined as constructing linkages and reducing bridges basically, to keep the money local. A hotel or corporation owned and run by an outsider is not possible to put in much to the local financial system; the money will almost certainly escape out of the country instead. This is not sustainable. The community only should not be drawn in the tourism, but they should also all allocate in the monetary benefits collected from it.

Sustainable Tourism:

Sustainable tourism has to meet social, cultural, ecological and economic requirements. Sustainable tourism holds a long term view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive (Translated from the definition of the German Forum on Environment and Development 1999). Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. Tourism can engage prime transport to the common location, home transportation, accommodations, amusement, leisure, diet and shopping. It can be associated to travel for leisure time, trade and VFR (visiting friends and relatives). There is nowadays a big consent that tourism development should be sustainable; however, the query of how to attain this remains a purpose of debate. Without journey there is no tourism, so the idea of sustainable tourism is firmly related to a conception of sustainable mobility. Two related concerns are tourism's dependence on fossil fuels and tourism's consequence on weather change. 72% of tourism's CO₂ come from transportation, 24 percent from accommodations, and 4 percent from local activities. Aviation accounts for 55% of that transportation CO₂ emissions (or 40% of tourism's total). Conversely, when bearing in mind the bang of all green house gas emissions from tourism and that air craft emissions are made at elevated altitude where their effect on climate is augmented, aviation itself accounts for 76% of tourism's ambience impact. The International Air Transport Association (IATA) considers an annual increase in aviation fuel efficiency of about 4 percent per year through 2055 to be reasonable. However aviation industry expects the passenger-kilometres of air transport to increase by about 6 percent yearly through at least 2025, irresistible any efficiency gains. By 2055, with other economic sectors having greatly reduced their CO₂ emissions, tourism is likely to be generating 45 percent of global carbon emissions. The major reason is an increase in the regular distance travelled by tourists, which for many years has been increasing at a more rapidly rate than the number of trips taken. "Sustainable transportation is now established as the critical issue confronting a global tourism industry that is palpably unsustainable, and aviation lies at the heart of this issue. Global economists forecast continuing international tourism growth, the amount depending on the location. As one of the world's largest and fastest growing industries, this

continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. Sustainable tourists can reduce the impact of tourism in many ways:

- informing themselves of the culture, politics, and economy of the communities visited
- anticipating and respecting local cultures, expectations and assumptions
- supporting the integrity of local cultures by favouring businesses which conserve cultural heritage and traditional values
- supporting local economies by purchasing local goods and participating with small, local businesses
- conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources

Increasingly, destinations and tourism operations are endorsing and following "responsible tourism" as a pathway towards sustainable tourism. Responsible tourism and sustainable tourism have an identical goal, that of sustainable development. The pillars of responsible tourism are therefore the same as those of sustainable tourism – environmental integrity, social justice and economic development. The major difference between the two is that, in responsible tourism, individuals, organizations and businesses are asked to take responsibility for their actions and the impacts of their actions. This shift in emphasis has taken place because some stakeholders feel that insufficient progress towards realizing sustainable tourism has been made since the Earth Summit in Rio. This is partly because everyone has been expecting others to behave in a sustainable manner. The emphasis on responsibility in responsible tourism means that everyone involved in tourism – government, product owners and operators, transport operators, community services, NGOs and community based organizations (CBOs), tourists, local communities, industry associations – are responsible for achieving the goals of responsible tourism.

Human Resource Development:

Human resources development refers to an organization's focus on improving the knowledge, ability, skills, and other talents of their employees. Companies that care about the success of their employees and recognize that the most effective way to improve the performance of their organization is by developing the skills of their employees will be willing to spend time and money on the growth and development of their employees. The development of employees takes numerous forms, many of which cannot be measured in time or cost, and many of which require no additional cost, such as on-the-job training. Development of employees can also happen one-on-one in management and employee meetings or even between employees. If one employee explains specific processes or functions to another and helps to develop the knowledge of the second employee, human resource development is occurring. (Swanson 1996), defined HRD as "a process for the development and skilful human through the organizational and the training programs for the people of the organization, so that their overall performance could be enhanced". (Nadler 1983) defined HRD as "at a given period of time, organized learning experience so as to bring about the potentiality of change in performance or growth of the individual and the organization as a whole". (McLean and McLean 2001), described HRD is any process that has the potential to develop over the short or the long period of time. (McLean and McLean 2001), the results could be defined as the abilities and the recognition for the development of the work-based knowledge, the expertise, the productivity, and the level of satisfaction. (Tanvir Kayani2008), human resource development has been considered as one of the most important area of research. The aim of the Human resource development policy is based on the development of the human resource. (Sriyen1997), considered human resource development as a method of enhancing knowledge, skills and capacity of human resource in the society. In terms of economy, it could be described as accretion of human resource and its sustainable investment for the development of the economy. In political terms, HRD prepares the citizens of the country for participation in the political, democratic process of the country. In terms of social and culture, the human resource development aids people to live their lives to the fullest being developed to be richer and less on orthodox traditions. (Frederick and Charles 1964), considered the process of human resource development as the first step towards modernization. (Michael 2000), the concept of modernization and economic development represents the implicit and explicit values framework for the achievement of desirable goals. Mahatma Gandhi once said "realization of human potential". A country that is unable to develop their human resource in terms of the enhancement of their skills and knowledge cannot utilize their abilities for the welfare of the nation and hence cannot develop anything else. (Tanvir Kayani2008), The role of development of human resource is to improve the quality of life. Various economists argue that the human resources of a country determine the character and growth in the economic and social development of a country. Not gold and silver but only human resource of a nation can make a nation a great & strong.

Role of Human Resource Development in achieving Sustainability:

Tourism has emerged as an important socioeconomic activity. It is an important international industry and a leading economic driver of the 21st century service sector. Human Resource Development (HRD) is central to the sustainability-oriented tourism development initiative. It has been observed that over the years, there has been a change in the demand and supply pattern of human resources for the travel industry, with the demand in favour of more educated and specialized personnel. However, the development of human resources in tourism is subject to a number of obstacles, and is severely lagging in terms of professionalism. There is no evidence of any kind of HRD approach being followed by the tour operators/travel agencies. Skill shortage within the industry is an outcome of short-term management and lack of investment in people. The tourism workforce appears to be "uneducated, unmotivated, untrained, unskilled and unproductive". Thus, there is a need to enhance the image of the industry personnel through standard human resource management and development practices, which require the cooperation of the people involved in the tourism business. The need for skills, knowledge and vision is being felt more and more today with new offers and services emerging in tourism, the need for adequately qualified staff becomes even more critical. Thus, training and development plays an important role in developing professionalism in the business of tourism and travel agency operationalists. Those employees who keep themselves informed of pertinent knowledge and competence in the workplace learning and performance field will excel. And those employers who focus their efforts on developing human potential will survive in the long run. In other words, the need of the hour is employability skill-set. An educated and trained workforce is essential if our state wants to develop and maintain a viable economy. The state government needs to take strong, positive action to focus on training, job creation and responsible development in collaboration with the private sector. Training programmes that are responsive to community needs and the varying needs of India's diverse workforce need to be designed and implemented across.

Human Resource Development Strategies in achieving Sustainability:

1. **Respect the needs of the people:** To be committed to a training strategy that respects the needs of all, is open and accessible to everyone, regardless of culture, gender, ability, financial means or location.
2. **Preparedness:** To provide avenues of opportunity to access training and development initiatives that will help to prepare them to take advantage and contribute to economic and social development in tourism as it occurs.
3. **Collaboration:** Building partnerships with the diverse sectors (such as hotels, travel agencies, airlines, attractions, restaurants, shops, resorts, conventions and so on) to strengthen and expand the resources available for training and development initiatives. This principle will build on government's commitment to continue to expand its relationships with academic institutions, private sector industry, labour and non-profit organizations and to closely work on central-state government relationships.
4. **Sustainable development:** India is rich in resources and the planning for the use of them for the long term benefit of people is therefore of fundamental importance. The training strategy will help in ensuring development in the country is sustainable.
5. **Excellence of stakeholders in e-marketing:** In this internet age the biggest potential for economic front is to plug it into the world of thriving vibrant and sustainable tourism. We must be adamant in teaching the tools of e-marketing to the youth aspiring to come up with entrepreneurial dream in their carriers and by doing so the facet of tourism in our state will rise to its new heights and would be an instant hit.
6. **Efficiency of actors in the sustainability of tourism:** Beauty in the first should be recognized and later sold, so we need actors of that calibre that they can do this business possibly in the best standard.

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